

## DAFTAR PUSTAKA

- Adel, H. M., Mahrous, A. A., & Hammad, R. (2020). Entrepreneurial Marketing Strategy, Institutional Environment, and Business Performance of SMEs in Egypt. *Journal of Entrepreneurship in Emerging Economies*, 12(5). <https://www.emerald.com/insight/content/doi/10.1108/JEEE-11-2019-0171/full/html>
- Arikunto, S. (2005). *Manajemen Penelitian*. Jakarta: Rineka Cipta.
- Backbro, J., & Nystrom, H. (2006). *Entrepreneurial Marketing Innovative Value Creation* [Tesis, Jönköping International Business School]. <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A4038&dswid=2529>
- Baker, W. E., & Sinkula, J. M. (2009). The Complementary Effects of Market Orientation and Entrepreneurial Orientation on Profitability in Small. *Journal of Small Business Management*, 47(4), 443–464. <https://www.tandfonline.com/doi/abs/10.1111/j.1540-627X.2009.00278.x>
- Becherer, R. C., Helms, M. M., & McDonald, J. P. (2012). The Effect of Entrepreneurial Marketing on Outcome Goals in SMEs. *New England Journal of Entrepreneurship*, 15(1). <https://www.emerald.com/insight/content/doi/10.1108/NEJE-15-01-2012-B001/full/html>
- Best, R. J. (2013). *Market-based Management : Strategies for Growing Customer Value and Profitability* (6th ed.). New Jersey: Pearson.
- Bjerke, B., & Hultman, C. M. (2002). *Entrepreneurial Marketing The Growth of Small Firms in The New Economic Era*. Cheltenham: Edward Wdgar Publishing.
- Burhan, B. (2010). *Metodologi Penelitian Kualitatif*. Jakarta: Raja Grafindo Persada.
- Collinson, E., & Show, E. (2001). Entrepreneurial Marketing—A Historical Perspective on Development and Practice. *Management Decision*, 39(9), 761–766. <http://dx.doi.org/10.1108/EUM0000000006221>
- Creswell, J. W. (2016). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran* (4th ed.). Yogyakarta: Pustaka Pelajar.
- Crick, J. M., Karami, M., & Crick, D. (2021). The Impact of The Interaction between an Entrepreneurial Marketing Orientation and Coopetition on Business Performance. *International Journal of Entrepreneurial Behavior & Research*, 27(6).

<https://www.emerald.com/insight/content/doi/10.1108/IJEBR-12-2020-0871/full/html>

- Dubey, P., Bajpai, N., Guha, S., & Kulshreshtha, K. (2019). Entrepreneurial Marketing: an Analytical Viewpoint on Perceived Quality and Customer Delight. *Journal of Research in Marketing and Entrepreneurship*, 22(1), 1–19. <https://www.emerald.com/insight/content/doi/10.1108/JRME-09-2016-0033/full/html>
- Dröge, C., Vickery, S. and Markland, R.E. (1994) “Sources and outcomes of competitive advantage: An exploratory study in the furniture industry,” *Decision Sciences*, 25(5-6), pp. 669–689. Available at: <https://doi.org/10.1111/j.1540-5915.1994.tb01865.x>.
- Fard, M. H., & Amiri, N. S. (2018). The Effect of Entrepreneurial Marketing on Halal Food SMEs Performance. *Journal of Islamic Marketing*, 9(3), 598–620. <http://dx.doi.org/10.1108/JIMA-12-2016-0097>
- Fauziah, Y. (2021) “Pengaruh Perkembangan Usaha mikro kecil Dan Menengah terhadap pertumbuhan ekonomi di asean 4,” *Jurnal Ekonomi Akuntansi dan Manajemen*, 20(2), p. 160. Available at: <https://doi.org/10.19184/jeam.v20i2.25283>.
- Hacioglu, G., Eren, S. S., Eren, S., & Celikkan, H. (2012). The Effect of Entrepreneurial Marketing on Firms’ Innovative Performance in Turkish SMEs. *Procedia-Social and Behavioral Sciences*, 58, 871–878. <https://doi.org/10.1016/j.sbspro.2012.09.1065>
- Hamali, S. (2015). The Effect of Entrepreneurial Marketing on Business Performance: Small Garment Industry in Bandung City, Indonesia. *Developing Country Studies*, 5(1), 2224–0565. [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2712940](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2712940)
- Han, J. K., Kim, N., & Srivastava, R. K. (1998). Market Orientation and Organizational Performance: Is Innovation a Missing Link? *JSTOR*, 62(4), 30–45. <https://doi.org/10.2307/1252285>
- Hidayatullah, S., Firdinsjah, A., Patalo, R. G., & Waris, A. (2019). The Effect of Entrepreneurial Marketing and Competitive Advantage on Marketing Performance. *International Journal of Scientific and Technology Research*, 8(10), 1297–1301. <https://lppm.unmer.ac.id/webmin/assets/uploads/lj/LJ202006111591857340634.pdf>
- Hills, G. E., Hultman, C. M., & Miles, M. P. (2008). The Evolution and Development of Entrepreneurial Marketing. *Journal of Small Business Management*, 46(1), 99–112.

<https://www.tandfonline.com/doi/abs/10.1111/j.1540-627X.2007.00234.x>

Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2008). *Entrepreneurship* (7th ed.). Jakarta: Salemba Empat.

Indriyatni, L. (2013). Analisis Faktor-faktor yang Berpengaruh Terhadap Keberhasilan Usaha Mikro dan Kecil (Studi pada Usaha Kecil di Semarang Barat). *Jurnal STIE Semarang*, 5(1).

Kimathi, D. K. (2021). Effect of Entrepreneurial Marketing on the Performance of Micro, Small and Medium Enterprises in Kenya. *African Journal of Emerging Issues*, 3(1), 96–110.  
<https://ajoeijournals.org/sys/index.php/ajoei/article/view/160>

Komariyah, A., & Satori, D. (2009). *Metode Penelitian Kualitatif*. Bandung: Alfabeta.

Kotler, P., & Amstrong, G. (2008). *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). London: Pearson Education.

Kraus, S., Harms, R., & Fink, M. (2011). Family Firm Research: Sketching a Research Field. *International Journal of Entrepreneurship and Innovation Management*, 13(1), 32–47. <http://dx.doi.org/10.1504/IJEIM.2011.038446>

Li, Y.-H., Huang, J.-W., & Tsai, M.-T. (2009). Entrepreneurial Orientation and Firm Performance: The Role of Knowledge Creation Process. *Industrial Marketing Management*, 38(4), 440–449.  
<http://dx.doi.org/10.1016/j.indmarman.2008.02.004>

Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic Inquiry*. California: Sage Publications.

Lumpkin, G. T., & Dess, G. G. (2001). Linking Two Dimensions of Entrepreneurial Orientation to Firm Performance: The Moderating Role of Environment and Industry Life Cycle. *Journal of Business Venturing*, 16(5), 429–451.  
[https://doi.org/10.1016/S0883-9026\(00\)00048-3](https://doi.org/10.1016/S0883-9026(00)00048-3)

Lusch, R. F., & Vargo, S. L. (2014). *Service-dominant logic: Premises, perspectives, possibilities*. Cambridge University Press.

Mahmood, R., & Hanafi, N. (2013). Entrepreneurial Orientation and Business Performance of Women-Owned Small and Medium Enterprises in Malaysia Competitive Advantage as a Mediator. *International Journal of Business and Social Science*, 4(1), 82–90. <https://repo.uum.edu.my/id/eprint/12295/>

Miles, M. B., & Huberman, M. (1984). *Analisis Data Kualitatif*. Jakarta: Penerbit

Universitas Indonesia.

- Miles, M. B., Huberman, M., & Saldana, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. California: Sage Publications.
- Miles, M. P., & Darroch, J. (2006). Large firms, Entrepreneurial Marketing Processes, and The Cycle of Competitive Advantage. *European Journal of Marketing*, 40(5), 485–501. <https://doi.org/10.1108/03090560610657804>
- Miller, R., & Floricel, S. (2004). Value Creation and Games of Innovation. *Research Technology Management*, 47(6), 25–37. <http://dx.doi.org/10.1080/08956308.2004.11671660>
- Moleong, L. J. (2013). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Morris, M. H., Schindehutte, M., & LaForge, R. W. (2002). Entrepreneurial Marketing: A Construct for Integrating Emerging Entrepreneurship and Marketing Perspectives. *The Journal of Marketing Theory and Practice*, 10(4). <http://dx.doi.org/10.1080/10696679.2002.11501922>
- Morris, M.H., Davis, B., Mills, A., Pitt, L.F. and Bethon, P. (2013), “Opportunity and the entrepreneurial marketer”, in Sethna, Z., Jones, R. and Harrigan, P. (Eds) *Entrepreneurial Marketing*, Emerald Group Publishing, Bingley, pp. 127-146.
- Mort, G. M. S., Weerawardena, J., & Liesch, P. (2012). Advancing Entrepreneurial Marketing: Evidence from Born Global Firms. *European Journal of Marketing*, 46(3/4), 542–561. <http://dx.doi.org/10.1108/03090561211202602>
- NA Morgan, Kinerja pemasaran dan bisnis, J.Acad. Tanda. Sci., 2012.
- Sadiku-Dushi, N., Dana, L.-P., & Ramadani, V. (2019). Entrepreneurial Marketing Dimensions and SMEs Performance. *Journal of Business Research*, 100, 86–99. <https://doi.org/10.1016/j.jbusres.2019.03.025>
- Saebani, B. A., & Nurjaman, K. (2013). *Manajeme Penelitian*. Bandung: Pustaka Setia.
- Saleh, H., & Sudarti, K. (2010). Analisis Faktor-faktor yang Mempengaruhi Kinerja Pemasaran Nasmoco di Jawa Tengah dan DIY. *Jurnal Manajemen Dan Bisnis*, 1(1), 34–40. <https://journal.umy.ac.id/index.php/mb/article/download/7356/4626>
- Samsudin. (2005). *Manajemen Sumber Daya Manusia*. Bandung: Pustaka Setia.
- Sekaran, U. (2007). *Research Method for Business (Metodologi Penelitian untuk Bisnis)* (4th ed.). Jakarta: Salemba Empat.

- Septiani, S., Sarma, M., & Limbong, W. H. (2013). Pengaruh Entrepreneurial Marketing dan Kebijakan Pemerintah Terhadap Daya Saing Industri Alas Kaki di Bogor. *Journal Management and Organization*, 4(2), 91–111. <https://journal.ipb.ac.id/index.php/jmo/article/view/12617>
- Spradley, J. P. (2006). *Metode Etnografi*. Yogyakarta: Tiara Wacana.
- Stokes, D. (2000). Putting Entrepreneurship into Marketing: The Processes of Entrepreneurial Marketing. *Journal of Research in Marketing and Entrepreneurship*, 2(1). <https://www.emerald.com/insight/content/doi/10.1108/14715200080001536/full/html>
- Yin, R.K. (2018) *Case study research and application: Design and methods Vol 6*. Los Angeles, Calif. etc., united states of America: Sage.
- Stokes, R. (2013). *eMarketing: The Essential Guide to Marketing in a Digital World*. Red & Yellow.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Citapustaka Media.
- Venkatraman, N., & Ramanujam, V. (1986). Measurement of Business Performance in Strategy Research: A Comparison of Approaches. *Academy of Management Review*, 11(4), 801–814. <https://doi.org/10.5465/amr.1986.4283976>
- Whalen, P., Uslay, C., Pascal, V. J., Omura, G., McAuley, A., Kasouf, C. J., ..., & Deacon, J. (2016). Anatomy of competitive advantage: Towards a contingency theory of entrepreneurial marketing. *Journal of Strategic Marketing*, 24(1), 5–19.